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LOCAL DESIGN STUDIO HELPS OPHTHALMOLOGIST TRANSLATE THEIR NEW VISION INTO SUCCESS

Los Angeles, September 15 - Asylum, a leading full-service advertising and graphic design studio for various regional and national corporations, today announced its selection to develop a new corporate identity and marketing campaign for Verdugo Eye Care Associates. The plan will focus on providing Verdugo Eye Care with a strategic foundation to create new awareness and increase their client base.

For the past 15 years, ophthalmologist Dr. Jeannine Scheinhorn has established a reputation with her clients as a top rated physician with an outstanding practice. Her primary focus is maintaining a one-on-one atmosphere in order to provide the best possible eye care to each patient. In the Fall of 2003, they will have completed construction on their new office space which not only allows them to expand their practice, but also to create a more open and inviting environment for their patients.

Asylum was brought on to leverage the new look of the practice and increase patient volume. "Our goal was to give Verdugo a long lasting identity that people in the community could easily relate to," says Asylum owner and creative director, Jim Shanman. "We will initiate a comprehensive, long term marketing campaign beginning with a corporate logo that encompasses the personality of Dr. Scheinhorn and her practice and continuing through collateral, advertising, and website development. A cornerstone of the plan will be to establish the facility with the many referral sources in the local medical community, as well as creating name recognition with the residents of the surrounding community." All together, the plan is a 12 to 18 month project.

Shanman continued, "I immediately recognized Verdugo's potential as one of the best ophthalmology practices in the area because they are unique in their approach. It will be important to create a design that captures the essence of what Dr. Scheinhorn accomplishes with her practice and highlight how those differences set it above all the rest. We want to place emphasis on her professionalism and good reputation with her clients, and at the same time, point out the friendly, personal nature of her practice."

For over 18 years, Asylum has created award winning corporate identity programs, advertising, collateral and marketing material for some of the most prestigious companies in the world, as well as regional retailers, manufacturers, service providers and non-profit organizations. Other clients of Asylum in healthcare related industries include: Hollywood Physical Therapy Associates, Kenneth George Salon and Day Spa, Los Angeles County Cancer Surveillance Program, and the USC Anonymous HIV Testing Center. The opportunity to redesign the Verdugo Eye Care Associates campaign is a unique partnership between a forward-thinking company and a design firm with unlimited creative and strategic abilities.

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